WADCO NEWS

WHITING & DAVIS CO. — THE HOME OF MESH BAGS

Volume 3 | Plainville, Mass., Apr. 13, 1922 | Number

Whiting & Davis Go. Basketballers

These boys made a record to be proud of and merit all the support we can give them.

❋

Top Row
(Left to right)
McCloughan, L. G.
Stewart, C.
Ray Fulton, R. F.
Manchester, Mgr.

Front Row
Taylor, R. G.
Roy Fulton, L. F.
Cook, Utility

HERE THEY ARE

Thursday, March 31st, finished the season for our basketball team, and it has been a successful season, for, besides finishing considerably ahead financially speaking, we have acquired a reputation on the road of being one of the fastest and cleanest amateur teams in New England.

Whenever we played out of town, we never failed to draw applause from the crowd present. Clean sportsmanship has helped us in this respect.

Roy Fulton holding the ball, is captain and he has played a hard, consistently good game, never flashy, but a powerful unit in our great passing game. On his left is "Tom Taylor", who plays a mean game at guard. In a recent game Tommy had a professional to guard and he did such a complete job that he drew applause from the hostile crowd. On his right is George Cooke, who has played center, forward and back, and played all to perfection. He is certainly a "comer", and from present indications will make one of our best men next year.

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BEGINNING ANEW

March 31 marked the close of our fiscal year. It was an interesting, a successful and, perhaps, a momentous year in our business history. Important, because it marked our alliance with the power of national advertising. For the first time the Whiting & Davis name has been spread broadcast before millions and the result of the efforts of our skilled and conscientious workers impressed on the public consciousness.

But notable as the old year may have been, after all, it is the "old year." It has gone. We are vitally concerned, therefore, not with the past, but with the present. We are *beginning anew.*

What have we planned for the new year? Considerable. Enough to keep things moving at a faster pace than ever before.

For one thing, we have *doubled* our appropriation for national advertising. We will put twice the amount of publicity "pep" behind our product than we had in the year just passed. Many millions of men and women will be invited in an inter-

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Bag Topics

April Vacation
Princess Mary—Popular
Hand Work—Necessary
Employees Admire Creation

By Harry B. Rowan

Inventory over and everyone connected with it glad it is done. Some say a good thing it comes but once a year, and yet, how essential it is to the employer, like the mariner taking the Sun to get his Latitude and Longitude.

And come to think of it, haven't we something in the Inventory line to take of "Ourselves"? The present is a good time, so why not strengthen up our weaknesses and hew to the line of best endeavor.

* * *

"Princess Mary", one of the latest creations, surely is working up popularity among the "Fair Sex," judging by the influx of orders on this particular style of mesh Bag.

The "Lascelles" (Lass Sells) a "Long Life and a Happy One" is our Toast.

Many have attempted the pronunciation of the name "Princess Mary" took for her own. We give it above in brackets.

* * *

How many who come to own a mesh bag do you suppose realize the great amount of "hand work" that enters into the production of all the fancy bags we make?

So much so that the part played by machine amounts to but one-tenth of the labor necessarily done by hand.

No doubt the purchaser naturally wonders how they are made, the mesh so fine and the work so skilfully done.

* * *

Many of the girls in the factory are enthusiastic over the bags created this year. Such dainty results produced with the little flower-

Turn Over

Wadco News

Published Semi-Monthly
by Employees of Whiting & Davis Co.
Plainville, Mass.

Editor . . H. B. Rowan

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Phoebe Havey	Sol'd Mesh Dept.
Rita Abrams	Unsol'd Mesh Dept.
Dick Barton	Mesh Dept.
Ted Peterson	Stamp Dept.
Erwin Sylvia	Tool Dept.
Frank Brown	Bench Dept.

COMMERCIAL PRESS-PRINTERS

BAG TOPICS

Continued

like daisy insertions in combination fringe effects that they make for "Spontaneous Approval".

But "Oh!" "What a lot of work in them" they cry. Yes, and that is one reason why they are so appreciated when sold over the counter. All of us like nice things don't we?

BEGINNING ANEW

Cont'd from Page 1 Col. 2

esting and persuasive way to buy Whiting & Davis Mesh Bags. The name "Whiting & Davis" will be so firmly associated in the public consciousness with *mesh bags* that to think of them will be to think Whiting & Davis.

Advertising is really *insurance—business* insurance. National advertising builds up public recognition of a product which neither fire, famine, nor frenzied finance can withhold. It insures demand, production, employment, profits.

So much for getting business during the coming year.

We shall do our best to deserve all the success which comes to us by keeping our product and our methods constantly up to the Whiting & Davis standard—and raising that standard wherever possible.

It is possible then, for all of us to look forward to the fiscal year just begun with confidence and enthusiasm—to welcome the chance to wipe the old slate clean and *begin anew*.

THE WADCO AD-MAN

NOTE: Look for the Ad-Man's talk in the next issue of the Wadco News. He will have something interesting to tell you.

Matrimony means a man settling up-to a woman settling down.

WHAT ARE YOU GOING TO DO?

The business man who is trying to make himself believe that, with the coming of spring, conditions are going to automatically right themselves, and, without the need of work or worry on his part, buyer's strikes, price deflations, tight money markets and sundry other of our present economic ills will pass away, is willfully evading the issue.

So stated one of Winnipeg's best known financial men upon his return from an extended tour of the four Western provinces during which he covered more than one hundred of the larger towns and cities.

"Everywhere I went I heard only the one question. It was, 'What are the banks going to do.' And yet surely it is a time when every business man must examine both himself and his organization closely and carefully with the object of finding out exactly how he stood and whether he was on the right track."

There is at the present time a mighty serious epidemic of "Let George do it" sweeping this country, and many business men have the disease in a more or less virulent form. They want to know what the manufacturers are going to do, what the banks are going to do, what the farmers are going to do. It has got so that the popular indoor and outdoor sport of today is "passing the buck," and yet we are wondering what is the matter with business.

Let's All Get Busy

We are all waiting for the other fellow to start something, and feel deeply offended when he signals for us to make the first move, and our comments upon his lack of manners make the time pass along so quickly that by the time we finish talking it is too late to really start what we were intending to do.

The world has grown so used to play that it cannot settle down to work. The boss is talking and thinking golf. In a few weeks he will be playing golf, and his employes pattern themselves upon him. The stenographer spends the best part of her working day planning what she will wear to the next dance. The office boy is wondering how many grandmothers he will be able to safely bury during the baseball season. It is the aftermath of the boss taking up golf, under the excuse that he is "keeping himself fit." What he really means is that he is keeping himself fit to play more golf.

"There's nothing wrong with business that I can see," said this gentleman, "but there is a whole lot wrong with business men. Too many people are drawing their pay and their breath, and that is about all they do draw—they are trying to look prosperous even if they don't feel prosperous. They are wondering why the banks and the manufacturers don't get busy and do something, while at the same time bankers are beginning to think that it is time the business men did something."

More Work Less Golf

The automobile and golf club are to a large extent responsible for present conditions, for men have forgotten how to work steadily and consistently. They have forgotten how to plan and fight, and are finding it hard to *relearn their former lessons.*

It is well to remember that success comes in cans and failure in can'ts. There is only one letter between the two, but it makes all the difference in the world as far as results are concerned, and it is results that count today.

HERE THEY ARE!

Cont'd from page 1 Col. 1

"Charlie" McCloughan, extreme left in the back row, plays the other guard and is of the fly-paper variety. He sticks to his men and very rarely allows the opposition to get away and score.

"Prox" or "Red" Stewart, pivot man of the team, stands next to him. It is a sure thing that before long he will be playing professional basketball. His work is little short of remarkable, his speed unbounded, and his eye perfection. He is a most valuable asset inasmuch as he never loses his temper and always plays a hard clean game.

Last, and by no means least, stands Ray or "Shay" Fulton, the best all-round athlete to represent our factory. He has been the leading point-getter for the outfit and his floor-work has done much towards the success of the season.

The one and only thing lacking here is a picture of Skinner, our chauffeur, who took us on all our trips. He is always willing to do a favor, and we feel that we owe him "beanconp" thanks.

By Gene Manchester, Mgr.

It is naught, it is naught, saith the buyer, but when he is gone his way then he boasteth.

Many a man thinks he can read a woman like a book till he tries to shut her up.

COLORS THAT MAKE YOU WORK

Yellows and Blues Have a Stimulating Effect

Color schemes for factory-workers, with a view to increased production, are among the bright ideas of modern decoration specialists. In one case, at least, the idea has been adopted with the best results.

"We were asked to decorate a factory so that it would produce better workers," explained a member of a firm of expert house decorators.

"The walls were done in daffodil yellow; the corners and the capitals of the pillars being picked out with deep blue. The stimulating atmosphere created by that scheme was remarkable."

Do the colors and designs of our wall coverings really make their "victims" sad, mad, or sublimely happy? Several decorative artists think they may, especially as regards emotional, highly sensitive natures.

Thus, the psycho-craze has penetrated not only the wall-paper and colored wall industry, but also has crept into furnishing and furniture.

Red Walls Irritate

To dignity, beauty, and comfort in house decorating modernists have added the mental and moral assets of complete schemes.

For instance, soft, gentle yellows must be the background of a room in which sufferers from neurasthenia are to find calm.

It would be unwise for a wife to enter into a contentious domestic discussion within red walls. Large patches of red in the home are admitted to be an irritant.

SQUARE BY LAW

"Why are handkerchiefs always square?" asks Curious (Mortlake).

——————Handkerchiefs were of any shape that fancy dictated until Marie Antoinette chanced to remark to Louis XVI that it would be more convenient if only the square forms were used. On January 2nd, 1785 the King of France issued an edict decreeing that "the length of handkerchiefs shall equal their width throughout the kingdom."

All of the girls wish to express their sincere sympathy to Martha and Nellie Pierce in their recent bereavement.

FACTS AND FIGURES

American Mills require orders to enable them to maintain production and give steady employment. Fewer orders mean fewer jobs. No orders mean no jobs.

Every order for goods which can be made in American Mills, but which is given to foreign mills reduces the chances for steady employment to American wage earners.

The figures given below are of vital interest to members of industrial organizations in this country.

Twenty Dollars In Gold Will Pay For:

37	hrs.	Labor	in the	United States.
50	"	"	"	Great Britian.
95	"	"	"	Japan.
117	"	"	"	France.
201	"	"	"	Germany.

Tariff laws which encourage importation discourage American Industry.

American Woolen Booster.

A woman may be shocked if you make love to her but she's disappointed if you don't.

ARMENIAN CEMENT

The celebrated "Armenian" cement, so called, formerly used by Turkish and Oriental Jewelers generally, for setting precious stones, "facing diamonds" rubies, etc., is made as follows:

Mastic gum,	10 parts
Isinglass (fish glue),	20 "
Gum ammoniac,	5 "
Alcohol absolute,	60 "
Acohol 50 per cent.,	35 "
Water,	100 "

Dissolve the mastic in the absolute alcohol; dissolve by the aid of gentle heat, on the water bath, the isinglass in the water, and add 10 parts of the dilute alcohol. Now dissolve the ammoniacum in the residue of the dilute alcohol. Add the first solution to the second, mix thoroughly by agitation and then add the solution of gum ammoniac and stir well in. Finally put on the water bath and keeping at a moderate heat, evaporate the whole down to 175 parts.

Byron Gardner is back at his desk again after a month's vacation spent visiting Cuba, Panama, Costa Rica and Jamaica in company with Fred Cook.

A man that hath friends must show himself friendly.

A LITTLE WISDOM

It's to-days thrift that brings tomorrows's annuity.

Watch your love; marry not below yourself, nor above.

Money is like fire—a good servant but a bad master.

Better a blush on the face than a stain on your character.

So many things seem impossible—until they are attempted.

If you are always straightforward you will always go straight forward.

The best example of cause and effect is that a careful spender makes a good saver.

'Tis better to be glad that you are as you are than to be glad you are not as others are.

How do you visualize your job? The story of the three stone cutters leaves nothing of wisdom to be said. They were working on a stone. A stranger asked the first what he was doing. "I'm working for $7.50 a day," he replied. "And you?" the stranger asked the second. "I'm cutting this stone," growled the laborer. When the question was put to the third stone-cutter, he answered, "I'm building a cathedral."

The opportunities in 1922 will be for those who substitute thrift for extravagance, industry for indifference, efficiency for inefficiency, honesty for dishonesty; and service for selfishness.

Roger W. Babson.

SOMETIMES

It is the chilly morning hour and sleeping holds me in its power.
I snooz sublimely, sweetly on until the time to rise is gone.

The loud alarm attempts its best to rouse me fully from my rest.
I wake a minute as it rings and hate it for the noise it brings.

Then like a chump I fail to rise and dust the cobwebs from my eyes.
But rather turn and dream again, forgetting quite my morning train.

Thus sleep upsets my good intent and knocks into my day a dent.
I vow from slackness to refrain—yet never can I catch that train!

Buy the truth and sell it not. Also wisdom and instruction.

Through wisdom is a house builded.

REPAIR DEPARTMENT NOTES

Why does Ralph S. go to Attleboro on Monday nights?

Monday night isn't "Date Night", Ralph!

Two new additions to our Department; Eddie Heintz with a Willys-Knight Touring and Frank Martin with an Overland Sedan.

Dot C. and Ina S. flivvered up to Wrentham last Friday night to a Dance. Dot says, "It's a small burg, but Oh! what a time"!!

Watch out, Rita, or Sophia will nab that attendant at the Rink.

You're not the only one, Louise, who got a card from Walter.

Ford Repair Man, specializing in rear ends—Apply to Bill Jacobs, Coloring Room.

THE UNSOLDERED DEPARTMENT

The unsoldered department
Are a very fine set
Their work is so perfect
They're worth 100 percent.
Blanche Laplante unties the orders
And gives them to May
Who in turn, tells the cutters,
To rush all the day.
The Joiners come up
And ask for a bag
Then hurry to join it
For Tibby to tag.
Little Annie then takes them,
But she never bothers,
If they're not alike,
She fills out her orders
Then Rita inspects them
From beginning to end,
Then calls to Leon,
They are ready to send.

Mabel Casey.

The Flivvers are coming out of their coops now that winter is over.

A couple of Henry's came together with a crash recently in front of the shop. Result: one hub-cap gone.

An innovation that appeals to many is the sending over of sandwiches from the Restaurant for those who desire them in the morning recess period.

Margaret Clancy—"Yes, That's So."
Kate Roberts—"I almost died."
Mrs. Mitchess—"Not particularly."
Anna Ida Labrie—"You bet you."
Josephine Plant—"No matter ha ha hard I try."
Anna Laplante—"Honest."
Beatrice Ayer—"How're yee gitting along?"

A picture of one of our good looking "Cutters," Miss Anna Greeve. She "cuts" quite a graceful figure on the dance floor as well as on a piece of soldered mesh. Her charming personality and quiet, winsome way seems to enchant all those about her. She has been employed here since 1919, coming from R. Blackington & Co. She has worked in various departments in the factory prior to cutting bench.

QUEER FACTS ABOUT THE HUMAN BODY

The heart beats on an average seventy times a minute, or 36,792 000 times in the course of a year, so that the heart of a man of eighty years of age has beaten 3,000,000,000,000 times.

The heart beats ten strokes a minute less when one is lying down than when one is in an upright position.

How the sad sea waves danced with glee when Dick Berkley went down to New York, is thrillingly told by the other occupant of Cabin No. 85.

IT COULDN'T BE DONE—BUT HE DID IT

Somebody said that it couldn't be done;
But he with a chuckle replied,
That "maybe it couldn't," but he wouldn't be one
To say so until he had tried.
So he buckled right in with a trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it.

Somebody scoffed: "Oh, you'll never do that,
At least no one ever has done it,"
But he took off his coat and he took off his hat
And the first thing he knew, he'd begun it!
With a lift of his chin, and a bit of a grin,
Without any doubting or quit it,
He started to sing as he tackled the thing
That couldn't be done—and he did it.

There were thousands to tell him it couldn't be one,
There were thousands to prophesy failure,
There were thousands to point out to him one by one
The dangers that patiently waited;
And he took off his coat and went to it.
And he started to sing as he tackled the thing
That couldn't be done—and he did it.

Walter Rankin took an examination to determine his competancy in driving a "watch-a may call it". We think he borrowed it. Oh shapes of victoria!

The boys in the Office wish for a roll like Marion Bialas.

Harvey Lanphier has had the misfortune to lose a favorite umbrella. Do you know where it is girls?

M. Wolfe Benker of the Coloring room who has a milk route, had an accident one day this winterwhen his sleigh tipped over in the deep snow resulting in thirteen bottles of milk being broken. He happened to save the fourteenth bottle. He was much preturbed on reaching the shop and reporting his loss. It sure was hard luck to get up on a morning when the thermometer stood 10 below zero to milk the cows and then lose the milk.